

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing Of Claims:

1. (Currently Amended) A method comprising:
building a frame set in a browser window at a user computer, said frame set comprising a media player frame to experience streaming content from a media player executing at said user computer and a data frame;
making a request at said user computer for requesting a playlist from to a source on a network, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in said streaming content;
receiving said playlist at said user computer in response to said request, said playlist's contents comprising a list of reference[[s]] identifying streaming content that comprises at least one streaming advertisement and media content, wherein for each advertisement a reference contained in said playlist or said media content including includes an indicator that indicates when said streaming the advertisement should be played in relation to said the media content in said streaming content;
connecting to at least one media server to request said streaming advertisement and media content from said server using said playlist's references contents;
receiving HTML content related to said the requested streaming content in the browser window; and
simultaneously playing said streaming content in said media player frame and displaying said HTML content in said the data frame.
2. (Currently Amended) The method of claim 1, wherein receiving HTML content related to said the requested streaming content includes providing the HTML content in said data

frame in response to execution of an embedded command in the streaming ~~media~~ content, wherein said HTML content is related to said ~~the~~ streaming content being experienced in said media player frame.

3. (Cancelled)
4. (Previously Presented) The method of claim 1, further comprising logging play of any advertisement on a server.
5. (Currently Amended) The method of claim 1, further comprising:
receiving an embedded script command in the streaming media or advertisement content that references said HTML content related to said streaming media or advertisement content, wherein said HTML ~~HML~~ content is stored at a remote server.
6. (Previously Presented) The method of Claim 1, wherein the indicator indicates that the advertisement be played one of before, during or after the media content is played.
7. (Previously Presented) The method of Claim 5, further comprising, where the streaming content includes an advertisement, logging the viewing of said advertisement using said script command.
8. (Currently Amended) A method comprising:
building a frame set in a browser window, said frame set comprising a media player frame to experience streaming content from a media player executing at a user computer and a data frame;
making a request at said user computer for requesting a playlist from to a source on a network, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in said streaming content;

receiving said playlist at said user computer in response to said request, said playlist's contents comprising a ~~comprise~~ reference[[s]] to said streaming ~~advertisement~~ and media content, ~~and for each advertisement a reference contained in said playlist or said media content comprising ~~comprises~~~~ an identifier identifying when said streaming the advertisement should be played in relation to said ~~the~~ media content in said streaming content;

connecting to at least one media server to request said streaming advertisement and media content from said at least one media server using said playlist's contents, wherein said streaming content includes one or more embedded commands that reference HTML content corresponding to said streaming content;

playing said streaming content on said media player;

executing said one or more embedded commands to retrieve the referenced HTML content; and

displaying the retrieved HTML content in the data frame concurrently with the streaming content being experienced in said ~~playing on the~~ media player frame.

9. (Currently Amended) A method comprising:

building a frame set in a browser window, the frame set including a media player frame and a data frame;

making a request at a user computer for requesting a playlist from to a source on a network, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in said streaming content comprising media content, said position being an intermediate point in said media content;

receiving said playlist at said user computer in response to said request, said playlist's contents comprising ~~comprise~~ a list of reference[[s]] identifying said streaming advertisement and media content, ~~wherein for each advertisement a reference contained in the playlist~~ said media content including ~~includes~~ an indicator that indicates said intermediate point when said streaming the advertisement should be played in relation to said ~~the~~ media content;

connecting to at least one media server to request said streaming advertisement and
media content from said at least one media server using said playlist's contents;
receiving HTML content related to the streaming content to the browser;
simultaneously playing said streaming content ~~in~~ on said media player frame and
displaying said HTML content in the data frame.

10. (Currently Amended) The method of claim 9, wherein receiving HTML content includes providing the HTML content to said data frame in response to execution of an embedded command in the streaming ~~media~~ content, wherein said HTML content is related to the streaming content playing ~~in~~ on said media player frame.
11. (Currently Amended) The method of claim 9, wherein receiving the HTML content includes causing a script command embedded in the streaming ~~media or advertisement~~ content that references said HTML ~~HML~~ content ~~related to said streaming media or advertisement content~~ to be executed, wherein said HTML content is stored at a remote server.
12. (Currently Amended) A method comprising:
receiving a request for a playlist, said request including a streaming advertisement parameter, said parameter specifying a position of said streaming advertisement in streaming content;
building a playlist ~~using information included in the request~~, the playlist's contents comprising ~~comprise~~ a list of reference[[s]] identifying streaming advertisement and media content, said parameter included in said request being used to determine which of said playlist and said media content includes an indicator that indicates when said streaming wherein each reference identifying advertisement content comprises an indicator of when the advertisement should be played in relation to the media content; and
transmitting the playlist to a user computer.

13. (Currently Amended) The method of claim 12, wherein the request comprises information to identify ~~comprises identification of a~~ storage location of information for configuring a frame set, which comprises a media player and a data frame, on said user computer.
14. (Currently Amended) The method of claim 12, further comprising:
in response to a request from the user computer, transmitting said streaming content to said user computer; and
providing HTML content related to the streaming content to the user computer, wherein display of the HTML content is synchronized with playback of the streaming content at the user computer.
15. (Currently Amended) The method of claim 14 12, ~~wherein streaming content to said user computer~~ further comprising:
embedding a script command in the streaming content, wherein the script command references the HTML content.
16. (Currently Amended) A method comprising:
receiving a request for a playlist from a user computer, the request including advertisement placement information;
building a playlist using the advertisement placement information such that the playlist includes a reference to streaming ~~advertisement content~~, ~~or a reference to streaming media content~~, which streaming content has at least one embedded command including advertisement identification information to be processed as the streaming ~~media~~ content is being experienced at said user computer, ~~or both~~; and
transmitting the playlist to the user computer.
17. (Currently Amended) The method of claim 16, wherein the advertisement identification information of the command embedded in the streaming ~~media~~ content comprises

information to identify streaming advertisement content to be played at said user computer.

18. (Previously Presented) The method of Claim 16, further comprising logging a viewing of said streaming advertisement content.
19. (Currently Amended) The method of claim 16, said advertisement identification information wherein the playlist further comprises a reference to a streaming media content which has at least one command including non-streaming content identification information to be processed as the streaming ~~media~~ content is being experienced at said user computer, the non-streaming content identification information of the command embedded in the streaming ~~media~~ content is used to identify HTML content to be displayed while said streaming ~~media~~ content is being experienced at said user computer.
20. (Currently Amended) The method of claim 19, wherein the HTML content is displayed in a data frame of a browser window at said user computer while said streaming ~~media~~ content is being experienced in a media frame of said browser window.
21. (Currently Amended) The method of claim 19, wherein the streaming ~~media~~ content has two embedded commands, the first embedded command identifies first HTML content and the second embedded command identifies second HTML content.
22. (Previously Presented) The method of claim 21, wherein said second HTML content is default HTML content, and said second embedded command is used to display said default HTML content after said first HTML content is displayed.
23. (Currently Amended) The method of claim 16, wherein the request includes advertisement selection information, the method further comprising:
selecting ~~the~~ streaming advertisement content using the advertisement selection information included in the request.

24. (Previously Presented) The method of claim 23, further comprising:
including a reference to the selected streaming advertisement content in the playlist.
25. (Currently Amended) The method of claim 23, further comprising:
modifying the streaming ~~media~~ content to include the embedded command, so that the
streaming ~~media~~ content includes the advertisement identification information to
identify the selected streaming advertisement content.
26. (Previously Presented) The method of claim 23, wherein the advertisement selection
information comprises duration information.